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processing [said] the received information [of an item for auction] into a presentation format by a database-to-presentation format formatting program the presentation format including an indication of the category of the item for auction;

receiving [at least one bid for said item for auction from a second participant at said] at the host computer at least one bid from a second participant for the auction item; and

receiving at a host computer payment information from [said] the second participant [at said host computer].
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12. (ONCE AMENDED) The method of claim 11 further comprising:

passing [said] the received payment information from a host computer to an external clearinghouse; and

receiving at a host computer a response from the external clearinghouse that payment has cleared.

13. (ONCE AMENDED) The method of claim 11 [further comprising:

said] wherein the database-to-presentation formatting program [is a world wide web to] comprises a database-to-worldwide web mapping [program] module.

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14. (TWICE AMENDED) The method of claim 11 further comprising:

receiving payment information from [said] the second participant [through a world wide] via a worldwide web page server executing on [said] the host computer.

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15. (ONCE AMENDED) The method of claim 11 further comprising:

processing [said] the received payment information with a transaction processor to debit an account identified by [said] the payment information.

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16. (ONCE AMENDED) The method of claim 11 further comprising:
[said] associating the payment information [is associated with said bid from said]
with the bid received from the second participant.

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17. (ONCE AMENDED) The method of claim 11 [further comprising:
said] wherein the payment information identifies a credit card account.

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18. (ONCE AMENDED) The method of claim 11 [further comprising:
receiving information of an item to auction contains at least a price for said item
for sale] wherein the information received from the first participant includes a price for the auction
item.

19. (ONCE AMENDED) The method of claim 11 [further comprising:
said presentation format is] wherein the presentation format comprises a hyper text
markup language format.

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20. (ONCE AMENDED) A method [for] of conducting [auction] auctions on the
internet, the method comprising:
receiving information [of] about an item to be auctioned [at a host computer], the
received information including a designation of a category, selected from a list of categories,
under which the item is to be auctioned;

generating a tracking [number or code] identifier to identify [said] the item to be auctioned;

processing [said] the received information [of said item to be auctioned] to create a presentation format [for said] corresponding to the item to be auctioned, the presentation format including an indication of the category of the item to be auctioned;

receiving at least one bid for [said] the item [to be auctioned] from [a] at least one internet participant;

[passing information to said at least one said internet participant as to where to send payment information to pay for said item to be auctioned] providing to the internet participant instructions for sending payment information to pay for the auctioned item.

21. (ONCE AMENDED) The method of claim 20 further comprising:

opening [said] an auction process to participants on [said] the internet; and
automatically closing [said] the auction process to [said] the internet participants
based on a predetermined [parameters] condition.

22. (ONCE AMENDED) The method of claim 20 further comprising:

receiving [said] the bid for [said] the auctioned item [to be auctioned through] via
a world wide web page server interface.

23. (ONCE AMENDED) The method of claim 20 further comprising:

receiving payment information from [said at least one] the participant, [said] the
payment information being associated with [said] the bid.

24. (ONCE AMENDED) The method of claim 20 further comprising:

receiving [payment information] from [said at least one] the participant [said] payment information identifying a credit card account, passing [said] the credit card account information to a clearinghouse and receiving authorization from [said] the clearinghouse that payment with [said] the credit card [information] has cleared.

25. (ONCE AMENDED) The method of claim 20 further comprising:

receiving payment information from [said at least one] the participant[:], clearing [said] the payment information, and transferring legal ownership of [said] the item [from said at least one] to the participant.

26. (ONCE AMENDED) A method for facilitating commerce at an internet-based auction, the method comprising:

authorizing a first participant to post an item for auction at an internet auction site;

receiving at a communication handler program executing on a host computer information [of an item for auction] from [a] the first participant [at a communication handler program executing on a host computer] about an item to be auctioned, the received information including a designation of a category, selected from a list of categories, under which the item is to be auctioned;

processing [said] the received information [of an item for auction] into a presentation format [by] with a database-to-presentation format formatting program, the presentation format including an indication of the category of the item to be auctioned;

presenting [said] the presentation formatted information [of an item for auction] to a plurality of internet participants; and

receiving at the host computer at least one bid for [said] the auctioned item [for auction] from at least one [said] of the internet [participant at said host computer] participants.

27. (ONCE AMENDED) The method of claim 26 further comprising:

receiving at the host computer payment information from [said second] the bidding participant [at said host computer].

28. (ONCE AMENDED) The method of claim 26 further comprising:

opening [said] an auction process to the plurality of internet participants [on said internet]; and

automatically closing [said] the auction process to [said] the internet participants based on a predetermined [parameters] condition.

29. (ONCE AMENDED) The method of claim 26 further comprising:

receiving [said] the bid for [said] the auctioned item [to be auctioned through] via a world-wide web page server interface.

30. (ONCE AMENDED) The method of claim 27 further comprising:

receiving payment information from [said at least one] the bidding participant, [said] the received payment information being associated with [said] the received bid.

31. (ONCE AMENDED) The method of claim 26 [further comprising:

receiving] wherein the payment information received from [said at least one] the bidding participant [said payment] includes information identifying a credit card account, and

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further comprising passing [said] the credit card account information to a clearinghouse and receiving authorization from [said] the clearinghouse that payment with [said] the credit card [information] has cleared.

32. (ONCE AMENDED) The method of claim 26 further comprising:
receiving payment information from [said at least one] the bidding participant;
clearing [said] the payment information and transferring legal ownership of [said] the item [from said at least one] to the bidding participant.

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33. (ONCE AMENDED) A system for conducting auctions on the internet, the system comprising:

an auction item presentation means for presenting items for auction to auction participants connected [over] via the internet, the auction item presentation means presenting items for auction arranged into item categories, each item for auction being associated with an item category designated by a seller of the item to be auctioned;

an auction bid recipient means for receiving at least one bid for an item being presented [in] by the auction item presentation means; and

payment recipient means for receiving payment information from a [bidder connected over the internet with the bid for the item] bidding participant, the payment information corresponding to the item for which the bid was received.

34. (ONCE AMENDED) The system of claim 33 further comprising payment verification means for passing [said] received payment information to an external clearinghouse for verification.

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35. (ONCE AMENDED) The system of claim 33 [further comprising:
said] wherein the database-to-presentation formatting program [is a world wide web to]
comprises a database-to-worldwide web mapping program.

36. (ONCE AMENDED) The system of claim 33 further comprising:
a transaction processor to debit an account identified by the payment information if the
received bid [submitted] is approved.

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37. (ONCE AMENDED) The system of claim 33 wherein the received payment
information identifies a credit card.

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38. (ONCE AMENDED) The system of claim 36 wherein the payment information
identifies a credit card and wherein the transaction processor charges the credit card for the
payment associated with the approved bid [that was approved].

39. (NOT AMENDED) The system of claim 33 wherein the auction item presentation
means presents the auction item information as a markup language page.

40. (ONCE AMENDED) An auction participant system for enabling participation in
an [on-line] online auction conducted over a packet-switched network, the auction participants
including sellers of items to be auctioned and bidders on the items to be auctioned, the system
comprising:

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an auction item receiving means for receiving a page of information [containing] including one or more items available for auction, the received page of information including a designation of item categories with which the items for auction are associated, each seller designating an item category for that seller's item to be auctioned;

an auction bid input means for inputting a bid for at least one of the items presented in the received page and for inputting payment information associated with the bid; and

bid transmission means for transmitting the bid and payment information [over] via the packet-switched network to a remote bid processor system.

41. (ONCE AMENDED) The system of claim 40 wherein the received page comprises a markup language page and wherein the auction item receiving means comprises a web browser connected [over] via the internet to a server at the remote bid processor system [and the page comprises a markup language page].

42. (ONCE AMENDED) The system of claim 40 wherein the payment information identifies a credit card [approved] provided by the [bidder] auction participant to pay for the item in the amount of the bid.

43. (ONCE AMENDED) A system for auctioning a uniquely identified item over a packet-switched network, the system comprising:

a database of data records, each data record relating to an item and comprising [identification code] an identifier to uniquely identify the item and an item category, designated by a seller of the item, under which the item is to be offered for auction;

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an auction system, [that presents an item for auction] accessible by a plurality of participants via the packet-switched network, that presents an item for auction by [presenting] providing a mark-up language page of information [to the participants over a network] corresponding to an item that is available for auction [at] during a specified time, the mark-up language page of information including an indication of the item's category;

wherein the auction system [is connected to the network of participants to receive] receives bids from one or more of the participants over the packet-switched network and terminates the auction when one or more predetermined criteria are satisfied; and

wherein the auction system transmits [information] to a selected auction participant [regarding] information about where the selected auction participant should submit payment information for the auctioned item.

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44. (ONCE AMENDED) The system of claim 43 [further comprising: wherein the auction system may be access by participants on the packet-switched network; and]

wherein the auction system refuses to accept bids after the one or more predetermined [parameters] criteria have been satisfied.

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45. (ONCE AMENDED) The system of claim 43 wherein the auction system comprises a [world wide] web page server interface for receiving bids from auction participants connected to the auction system [over] via the world wide web.

A.E. 46. (ONCE AMENDED) The system of claim 43 wherein the auction system receives payment information with each bid.

47. (ONCE AMENDED) The system of claim 46 wherein the auction system receives payment information [that identifies] identifying a credit card account, and transmits the credit card account information to a remote verification system before processing the bid.

48. (ONCE AMENDED) The system of claim 47 wherein the auction system selects a bid based on the one or more predetermined criteria, processes the credit card account for the amount of the bid, and transfers legal ownership of the item to the participant that submitted the bid.

49. (ONCE AMENDED) An auction participation system, in communication with an auction processor that processes bids for items being auctioned, for enabling participation in an [on-line] online auction over a packet-switched network [system to an auction processor that processes bids for items being auctioned], the auction participation system comprising:

an auction page recipient means that receives [a page] from a server at the auction processor a page containing information about at least one item being auctioned, the received page including a designation of an item category with which the at least one item being auctioned is associated, the item category being specified by a seller of the item;

bid input means for enabling [the] a participant to input a bid for submission to the auction processor [over] via the packet-switched network; [and]

bid award receiving means for receiving an indication that the bid was awarded to the participant; and

payment information input means for enabling the participant to input payment information in response to [the] receiving a bid award.

50. (NOT AMENDED) The system of claim 49 wherein the auction page receiving means comprises a web browser system that accesses a server at the auction processor to receive the page.

51. (NOT AMENDED) The system of claim 49 wherein the auction system receives payment information with each bid.

52. (ONCE AMENDED) The system of claim 51 wherein the auction system receives payment information [that identifies] identifying a credit card account and transmits the credit card account information to a verification system before processing the bid.

53. (ONCE AMENDED) The system of claim 52 wherein the auction system selects a bid based on one or more predetermined criteria, processes the credit card account for the amount of the bid and transfers legal ownership of the item to the participant that submitted the bid.

54. (ONCE AMENDED) A system for facilitating commerce at an internet-based auction, the system comprising:

auction item receiving means for receiving from one or more auction participants information regarding an item to be posted for an auction, the received information including a designation of a category, selected from a list of categories, under which the item is to be auctioned [from one or more auction participants];

auction processor means for processing information received by the auction item receiving means and presenting [that] the processed information in a format to be transmitted to auction

participants over a packet-switched network, the format including an indication of the category of the item to be auctioned; and

bid receiving means for receiving bids for the item presented to auction participants.

55. (ONCE AMENDED) A method [for] of facilitating [an] internet [auction] auctions, the method comprising:

receiving information from a seller about an item to be auctioned at a computer system programmed to receive information [from said seller] over a communication network, [said] the auction item information [about said item to be auctioned] including a selection of a predetermined [topical] category, [said] the predetermined [topical] category [organizing said item to be auctioned into] selected by the seller from a predetermined list of categories [at said] maintained by the computer system;

[generating] in response to [said reception of said] receiving auction item information [of said item to be auctioned] from [said] a seller, generating a unique [identification number or code which is generated] item identifier by a program executing on [said] the computer system;

notifying [said] the seller of [said] the unique [identification number or code] item identifier generated in response to receiving information about [said] the item to be auctioned [generated in response to receiving information about said item to be auctioned];

auctioning [said] the item [to be auctioned] at [said] the computer system with an auction process program, [said] the auction process program indicating [said] the predetermined [topical] category selected by [said] the seller [for presentation] and [indexing of said] identifying the item to be auctioned; and

[publishing said] presenting the auction to a plurality of auction participants [over] via a computer network in response to a request [from said participants] to display [said] information

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about the item to be auctioned, [said] the request to display [said item] the item's information
being processed by a computer program executing on [said] the computer system; and

receiving [information of a] at the computer system at least one bid [at said computer] on
[said] the item [now] being auctioned, [said] the computer system updating [its] a display of [said
item to be auctioned] the item's information in response to [said] receipt of [said information of]
the at least one bid [at least in response to the next request for display of information about said
item now being auctioned from a least one auction participant].

56. (ONCE AMENDED) A system for facilitating electronic commerce transactions,
the system comprising:

a first data storage location for holding information [about an item for auction from]
provided by a first participant in a data packet network, the provided information corresponding
to an item to be offered for auction and including a designation of a category, selected from a list
of categories, under which the item is to be offered for auction; E

a verification process that verifies [a user identification for said] an identity of the first
participant [in said data packet network], [said] the verification process confirming [a user
identification] the first participant's identity before [allowing said first participant in said data
packet network access to place information about an item for auction in said system] accepting
auction item information from the first participant;

a display process for displaying information [of said] about the item for auction to a
plurality of data packet network users, [said] the display process displaying an advertisement
[with said information of said item for auction to said] relating to the auction item to the plurality
of data packet network users;

an auction process for receiving bids on [said] the item for auction from at least one of [said plurality of] the data packet network users, [said] the auction process verifying [a user identification from said at least one of a plurality of] the data packet network [users] user's identity before allowing receipt of [said] the data packet network [user] user's bid; and

a notification process for notifying [said at least one of said plurality of] the data packet network [participants that said] user that the bid was accepted by [said] the system.

57. (ONCE AMENDED) A system for facilitating electronic commerce transactions, the system comprising:

a first data storage location for holding information about an item for auction, the information provided by [from] a first participant in a data packet network, the provided information including a designation of a category, selected from a list of categories, under which the item is to be offered for auction;

a second data storage location for holding information [for] corresponding to an advertisement [at a main web page that displays said] to be displayed, the advertisement relating to the item for auction, the [and allowing access to said second data storage location by said] first participant [to direct] specifying placement of [said] the advertisement [at said] on a main web page;

a verification process that verifies a user identification for [said] the first participant in [said] the data packet network, [said] the verification process confirming a user identification before allowing [said] the first participant in [said] the data packet network access to place information about an item for auction in [said] the system;

a display process for displaying information [of said] about the item for auction to a plurality of data packet network users, [said] the display process displaying [an] the advertisement

[with said] and the information [of said] about the item for auction to [said] the plurality of data packet users;

an auction process for receiving bids on [said] the item for auction from at least one of [said plurality of] the data packet network users, [said] the auction process verifying a user identification from [said at least one of a plurality of] the data packet network [users] user before allowing receipt of [said] the data packet network user bid; and

a notification process for notifying [said] the at least one [of said plurality of] data packet network [participants that said] user that the bid was accepted by [said] the system.

58. (ONCE AMENDED) A system for facilitating electronic commerce transactions, the system comprising:

a first data storage location for holding information about an item for auction, the information provided by [from] a first participant in a data packet network, [said] the first data storage location [indexed by] corresponding to a predetermined category selected from a list of [topical] categories of [potential] items to be auctioned, [said predetermined topical category accessed by a] the first participant [to direct the indexing of said] directing the item to be auctioned [into said] in the predetermined [topical] category ;

a verification process that verifies a user identification for [said] the first participant, the [in said data packet network, said] verification process confirming a user identification before allowing [said] the first participant [in said data packet network access] to place information about an item for auction in [said] the system;

a display process for displaying information [of said] about the item for auction to a plurality of data packet network users, [said] the display process indexing [said] the item in [said] the predetermined [categories] category of [said] items, the [to be auctioned, said] system

[allowing display of] displaying a list of [said] items for auction in [said] the predetermined list of [topical] categories [of said items to be auctioned];

an auction process for receiving bids on [said] an item for auction from at least one of [said plurality of] the data packet network users, [said] the auction process verifying a user identification [from said at least one of a plurality of] for the data packet network [users] user before allowing receipt of [said] a data packet network user bid; and

a notification process for notifying [said at least one of said plurality of] the data packet network [participants that said] user that the bid was accepted by [said] the system.

59. (ONCE AMENDED) A system for facilitating electronic commerce transactions, the system comprising:

a first data storage location for holding information about an item for auction [from], the information provided by a first participant in a data packet network, [said] the first data storage location [indexed by] corresponding to a predetermined category selected from a list of [topical] categories of [potential] items to be auctioned, [said predetermined topical category accessed by a] the first participant [to direct the indexing of said] directing the item to be auctioned [into said] in the predetermined [topical] category ;

a second data storage location for holding information [for] relating to an advertisement to be displayed at a [main] web page that displays [said] the item for auction, the [and allowing access to said second data storage location by said] participant [to direct] specifying placement of [said] the advertisement at [said main] the web page;

a verification process that verifies a user identification for [said] the first participant, the [in said data packet network, said] verification process confirming a user identification before

allowing [said] the first participant [in said data packet network access] to place information about an item for auction in [said] the system;

10 a display process for displaying information [of said] about the item for auction to a plurality of data packet network users, [said] the display process indexing [said item in said] the item in the predetermined categories of [said] items to be auctioned, [said] the system allowing display of a list of [said] items for auction in [said] the predetermined list of [topical] categories [of said items to be auctioned [said], the display process displaying [said] the advertisement [of said item from said] corresponding to the second memory location;

an auction process for receiving bids on [said] the item for auction from at least one of [said plurality of] the data packet network users, [said] the auction process verifying a user identification [from said at least one of a plurality of] for the data packet network [users] user before allowing receipt of [said] the data packet network user bid; and

a notification process for notifying [said at least one of said plurality of] the data packet network [participants] user that [said] the bid was accepted by [said] the system.

60. (ONCE AMENDED) A system for facilitating electronic commerce transactions, the system comprising:

a first data storage location for holding information about an item for auction [from] the information provided by a first participant in a data packet network, [said] the first data storage location [indexed by] corresponding to a predetermined category from a list of [topical] categories of [potential] items to be auctioned, [said predetermined topical category accessed by a] the first participant [to direct the indexing of said] directing the item to be auctioned [into said] in the predetermined [topical] category ;

a second data storage location for holding information [for] corresponding to an advertisement to be displayed at a web page [at said] maintained by the system, [and allowing access to said second data storage location by said] the participant [to direct] specifying placement of [said] the advertisement at [said] the web page;

a verification process that verifies a user identification for [said] the first participant [in said data packet network, said] the verification process confirming a user identification before allowing [said] the first participant [in said data packet network access] to place information about an item for auction in [said] the system;

a display process for displaying information [of said] about the item for auction to a plurality of data packet network users, [said] the display process indexing [said] the item in [said] the predetermined categories of [said] items to be auctioned, [said] the system allowing display of a list of [said] items for auction in [said] the predetermined list of [topical] categories [of said items to be auctioned, said] the display process displaying [said] the advertisement [of said item from said] corresponding to the second memory location, [said] the display process mapping information from a database [that contains said] containing the first data storage location to a predetermined hypertext markup language format for display to [said] the plurality of data packet network users;

an auction process for receiving bids on [said] the item for auction from at least one of [said plurality of] the data packet network users, [said] the auction process verifying a user identification [from said at least one of a plurality] of the data packet network [users] user before allowing receipt of [said] the data packet network user bid;

a notification process for notifying [said at least one of said plurality of] the data packet network [participants] user that [said] the bid was accepted by [said] the system; and

a fee calculation process for calculating a fee payable to [said] the system at [the] a close of [said] the auction.

61. (ONCE AMENDED) A system for facilitating electronic commerce transactions, the system comprising:

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a first data storage location for holding information about an item for auction, the information provided by [from] a first participant in a data packet network, [said] the first data storage location [indexed by] corresponding to a predetermined category selected from a list of [topical] categories of [potential] items to be auctioned, [said] the predetermined [topical] category accessed by a first participant to direct the [indexing of said] item to be auctioned [into said] in the predetermined [topical] category;

a second data storage location for holding information [for] corresponding to an advertisement at a [main] web page that displays [said] the item for auction [and allowing access to said second data storage location by said] , the first participant [to direct] specifying placement of [said] the advertisement at [said main] the web page;

a verification process that verifies a user identification for [said] the first participant [in said data packet network, said], the verification process confirming a user identification before allowing [said] the first participant [in said data packet network access] to place information about an item for auction in [said] the system;

a display process for displaying information [of said] about an item for auction to a plurality of data packet network users, [said] the display process indexing [said] the item in [said] the predetermined categories of [said] items to be auctioned, [said] the system allowing display of a list of [said] items for auction in [said] the predetermined list of [topical] categories [of said items to be auctioned, said] , the display process displaying [said] the advertisement [of said item

from said] corresponding to the second memory location, [said] the display process mapping information from a database [that contains said] containing the first data storage location to a predetermined hypertext markup language format for display to [said] the plurality of data packet network users;

an auction process for receiving bids on [said] the item for auction from at least one [of said plurality of] data packet network user, the [users, said] auction process verifying a user identification [from said at least one of a plurality] of the data packet network [users] user before allowing receipt of [said] the data packet network user bid; and

a notification process for notifying [said at least one of said plurality of] the data packet network [participants] user that [said] the bid was accepted by [said] the system.

62. (ONCE AMENDED) A system for facilitating electronic commerce transactions, the system comprising:

a first data storage location for holding information about an item for auction, the information provided by [from] a first participant in a data packet network, [said] the first data storage location [indexed by] corresponding to a predetermined list of [topical] categories of [potential] items to be auctioned, [said] the predetermined [topical] category accessed by a first participant to direct [the] indexing of [said] the item to be auctioned [into said] in the predetermined [topical] category;

a second data storage location for holding information [for] corresponding to an advertisement to be displayed at a web page [at said] maintained by the system [and allowing access to said second data storage location by said], the first participant [to direct] specifying placement of [said] the advertisement at [said] the web page;

a verification process that verifies a user identification for [said] the first participant [in said data packet network, said] the verification process confirming [a] the user identification before allowing [said] the first participant [in said data packet network access] to place information about an item for auction in [said] the system;

a posting process for generating a tracking [number or code] identifier for [said] the item to be auctioned [from said first participant in said data packet network], a third memory location for holding [said] the tracking [number of code for said item to be auctioned, said] identifier, the posting process notifying [said] the first participant [in said data packet network] of [said] the tracking [number] identifier;

a display process for displaying information [of said] about the item for auction to a plurality of data packet network users, [said] the display process indexing [said] the item in [said] the predetermined categories [of said items to be auctioned, said] the system allowing display of a list of [said] items for auction in [said] the predetermined list of [topical] categories [of said items to be auctioned, said] the display process displaying [said] the advertisement [of said item from said] corresponding to the second memory location, [said] the display process mapping information from a database [that contains said] containing the first data storage location to a predetermined hypertext markup language format for display to [said] the plurality of data packet network users;

an auction process for receiving bids on [said] the item for auction from at least one of [said plurality of] the data packet network users, [said] the auction process verifying a user identification [from said at least one of a plurality of] for the data packet network [users] user before allowing receipt of [said] the data packet network user bid;

a notification process for notifying [said at least one of said plurality of] the data packet network [participants] user that [said] the bid was accepted by [said] the system; and

a fee calculation process for calculating a fee payable to [said] the system at [the] a close of [said] the auction.

63. (ONCE AMENDED) A system for facilitating electronic commerce transactions, the system comprising:

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Q a first data storage location for holding information about an item for auction [from] the information provided by a first participant in a data packet network, [said] the first data storage location [indexed by] corresponding to a predetermined list of [topical] categories of [potential] items to be auctioned, [said] the predetermined [topical] category accessed by [a] the first participant to direct [the] indexing of [said] the item to be auctioned [into said] in the predetermined [topical] category, [said] the first data storage location holding a digital image of [said good] the item for auction and [said] the first data storage location being able to hold a reserve price for [said] the item to be auctioned [by said first participant in said data packet network];

E a second data storage location for holding information [for] corresponding to an advertisement to be displayed at a web page [at said] maintained by the system [and allowing access to said second data storage location by said], the participant [to direct] specifying placement of [said] the advertisement at [said] the web page;

a verification process that verifies a user identification for [said] the first participant [in said data packet network, said] the verification process confirming [a] the user identification before allowing [said] the first participant [in said data packet network access] to place information about an item for auction in [said] the system;

a posting process for generating a tracking [number or code] identifier for [said] the item to be auctioned [from said first participant in said data packet network], a third memory location

for holding [said] the tracking [number of code for said item to be auctioned, said] identifier, the posting process notifying [said] the first participant [in said data packet network of said] of the tracking [number, said] identifier, the system providing the first participant access to [said] the item to be auctioned [by said first participant with said tracking number or code for said item to be auctioned] based on the item's tracking identifier;

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a display process for displaying information [of said] about the item for auction to a plurality of data packet network users, [said] the display process indexing [said] the item in [said] the predetermined categories [of said items to be auctioned, said] , the system allowing display of a list of [said] items for auction in [said] the predetermined list of [topical] categories [of said items to be auctioned, said] , the display process displaying [said] the advertisement [of said item from said] corresponding to the second memory location, [said] the display process mapping information from a database [that contains said] containing the first data storage location to a predetermined hypertext markup language format for display to [said] the plurality of data packet network users;

an auction process for receiving bids on [said] the item for auction from at least one of [said plurality of] the data packet network users, [said] the auction process verifying a user identification [from said at least one of a plurality of] for the data packet network [users] user before allowing receipt of [said] the data packet network user bid;

a notification process for notifying [said at least one of said plurality of] the data packet network [participants that said] user that the bid was accepted by [said] the system; and

a fee calculation process for calculating a fee payable to [said] the system at [the] a close of [said] the auction.

Please ADD the following new claims 64-147:

--64. The method of claim 55 wherein the information received from a seller further comprises an item subcategory, selected by the seller from a list of item subcategories, under which the item is to be offered for auction.

65. The method of claim 55 wherein the information received from a seller comprises a verbal description of the item or a graphical depiction of the item or both.

66. The method of claim 55 wherein the information received from a seller comprises a verbal description of the item, the verbal description including subjective information supplied by the seller.

67. The method of claim 66 wherein the subjective information includes one or more of following: condition of the item being offered for auction, authenticity of the item being offered for auction or special features of the item being offered for auction.

68. The method of claim 55 wherein, prior to supplying information, the seller registers to sell items for auction.

69. The method of claim 68 wherein registering the seller comprises receiving identity information from the seller.

70. The method of claim 68 wherein registering the seller comprises receiving financial information from the seller.

71. The method of claim 68 wherein registering the seller comprises opening a debit / credit account for the seller.

72. The method of claim 71 further comprising debiting the seller's account by an amount corresponding to a seller's fee.

73. The method of claim 71 further comprising crediting the seller's account by an amount corresponding to the purchase price of an item sold at auction.

74. The method of claim 55 wherein the seller logs into the auction computer system from a computing platform in order to provide information about an item to be auctioned.

75. The method of claim 74 wherein the seller's computing platform comprises a personal computer, a workstation, a cable set-top device, a video game system or a portable computing device.

76. The method of claim 55 wherein an auction participant logs into the auction computer system from a computing platform in order to browse or bid on items offered for auction.

77. The method of claim 76 wherein the auction participant's computing platform comprises a personal computer, a workstation, a cable set-top device, a video game system or a portable computing device.

78. The method of claim 55 wherein the seller-provided information includes a reserve price for the item to be auctioned.

79. The method of claim 78 wherein the seller's reserve price is not revealed to auction participants.

80. The method of claim 55 wherein prior to bidding on an item an auction participant browses the predetermined list of categories to search for desired items on which to place bids.

81. The method of claim 55 wherein the seller ships an item purchased at auction to a destination specified by the purchasing auction participant.

82. The method of claim 55 wherein the seller-provided information includes an indication from the seller whether the item offered for auction is to be advertised to potential bidders.

83. The method of claim 82 wherein the advertisement appears on a main web page maintained by the auction computer system.

84. The method of claim 83 wherein the main web page comprises a welcome page.

85. The method of claim 55 further comprising notifying an auction participant that a bid by that participant has been accepted.

86. The method of claim 55 wherein an auction participant makes electronic payment for an item purchased at auction.

87. The method of claim 86 wherein an auction participant makes electronic payment by providing credit card or debit card information.

88. The method of claim 86 wherein an auction participant makes electronic payment by providing electronic funds transfer information.

89. The method of claim 86 wherein an auction participant makes electronic payment using e-money.

90. The method of claim 55 wherein the seller-provided information includes a specified time period for the auction.

91. The method of claim 55 wherein the auction process program indicates an opening bid for an item offered for auction.

92. The method of claim 55 wherein the auction process program indicates a current bid for an item offered for auction.

93. The method of claim 55 wherein presenting the auction to the plurality of auction participants comprises displaying one or more of the following: a verbal description of the item

offered for auction, a graphical depiction of the item offered for auction, or bid information relating to the item offered for auction.

94. The method of claim 55 wherein presenting the auction to the plurality of auction participants further comprises displaying advertisements to the plurality of users.

95. The method of claim 94 wherein the displayed advertisements relate to items offered for auction.

96. The method of claim 94 wherein the displayed advertisements relate to goods / services offered by a third party.

97. The method of claim 55 wherein the computer system updates the display of the item's information each time a bid higher than the current bid is received.

98. The method of claim 55 further comprising obtaining an auction participant's assent to terms of sale before accepting bids from that auction participant.

99. The method of claim 98 wherein the auction participant's assent is supplied via the Internet.

100. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 wherein the information provided by the first participant further comprises an item subcategory, selected by the first participant from a list of item subcategories, under which the item is to be offered for auction.

101. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 wherein the information received from a first participant comprises a verbal description of the item or a graphical depiction of the item or both.

102. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 wherein the information received from a first participant comprises a verbal description of the item, the verbal description including subjective information supplied by the first participant.

103. The system of claim 102 wherein the subjective information includes one or more of following: condition of the item being offered for auction, authenticity of the item being offered for auction or special features of the item being offered for auction.

104. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 wherein the verification process comprises a registration process in which the first participant registers to sell items for auction.

105. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 wherein the verification process receives identity information from the first participant.

106. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 wherein the verification process receives financial information from the first participant.

107. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 wherein the verification process opens a debit / credit account for the first participant.

108. The system of claim 107 wherein the first participant's account is debited by an amount corresponding to a seller's fee.

109. The system of claim 107 wherein the first participant's account is credited by an amount corresponding to the purchase price of an item sold at auction.

110. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 wherein the first participant logs into the system from a computing platform in order to provide information about an item to be auctioned.

111. The system of claim 110 wherein the first participant's computing platform comprises a personal computer, a workstation, a cable set-top device, a video game system or a portable computing device.

112. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 wherein a data packet network user logs into the system from a computing platform in order to browse or bid on items offered for auction.

113. The system of claim 112 wherein the data packet network user's computing platform comprises a personal computer, a workstation, a cable set-top device, a video game system or a portable computing device.

114. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 wherein the first participant-provided information includes a reserve price for the item to be auctioned.

115. The system of claim 114 wherein the first participant's reserve price is not revealed to data packet network users.

116. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 wherein prior to bidding on an item a data packet network user browses the predetermined list of categories to search for desired items on which to place bids.

117. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 wherein the first participant ships an item purchased at auction to a destination specified by the purchasing data packet network user.

118. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 wherein the first participant-provided information includes an indication from the first participant whether the item offered for auction is to be advertised to potential bidders.

119. The system of claim 118 wherein the advertisement appears on a main web page maintained by the system.

120. The system of claim 119 wherein the main web page comprises a welcome page.

121. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 wherein a data packet network user makes electronic payment for an item purchased at auction.

122. The system of claim 121 wherein a data packet network user makes electronic payment by providing credit card or debit card information.

123. The system of claim 121 wherein a data packet network user makes electronic payment by providing electronic funds transfer information.

124. The system of claim 121 wherein a data packet network user makes electronic payment using e-money.

125. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 wherein the first participant-provided information includes a specified time period for the auction.

126. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 wherein the auction process indicates an opening bid for an item offered for auction.

127. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 wherein the auction process indicates a current bid for an item offered for auction.

128. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 wherein the display process displays one or more of the following: a verbal description of the item offered for auction, a

graphical depiction of the item offered for auction, or bid information relating to the item offered for auction.

129. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 wherein the display process further displays an advertisement relating to goods / services offered by a third party.

130. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 wherein the display process updates the display of the item's information each time a bid higher than the current bid is received.

131. The system of claim 56, 57, 58, 59, 60, 61, 62 or 63 further comprising a process for obtaining a data packet network user's assent to terms of sale before accepting bids from that data packet network user.

132. The system of claim 131 wherein the data packet network user's assent is supplied via the data packet network.

133. A method of facilitating Internet-based electronic auctions, the method comprising:
receiving information from a seller of an item to be auctioned, the information identifying the item to be auctioned and designating an item category selected by the seller from a list of item categories;

displaying to a plurality of buyers the identity of the item to be auctioned in the designated item category;

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cont

conducting an online auction for the item including receiving bids on the item from one or more of the plurality of buyers; and
terminating the online auction of the item based on a predetermined condition.

134. The method of claim 133 further comprising notifying a winning buyer that a bid submitted by the winning buyer was a winning bid.

135. The method of claim 133 wherein the information received from the seller identifying the item to be auctioned includes at least one of an item title and an item description.

136. The method of claim 135 wherein the item description includes an electronic image of the item.

137. The method of claim 133 wherein receiving information from a seller further comprises receiving information designating an item subcategory selected by the seller from among a list of item subcategories.

138. The method of claim 133 wherein the predetermined condition based on which the online auction is terminated comprises an occurrence of an auction termination time.

139. The method of claim 133 wherein receiving information from a seller further comprises receiving a reserve price for the item to be auctioned.

140. The method of claim 139 wherein the predetermined condition based on which the online auction is terminated comprises an occurrence of the reserve price being met.

141. The method of claim 134 wherein notifying the winning buyer comprises sending the winning buyer an e-mail message.

142. The method of claim 133 further comprising notifying the seller of an outcome of the online auction.

143. The method of claim 142 wherein notifying the seller comprises sending the seller an e-mail message.

144. The method of claim 143 wherein the seller is notified of the winning buyer's identity.

145. The method of claim 133 further comprising receiving information from the seller of the item to be auctioned relating to placement of an advertisement for the item.

146. A computer-implemented method of facilitating Internet-based electronic auctions, the method comprising:

receiving information via the Internet from sellers of items to be auctioned, each seller providing information describing an item to be auctioned and designating an item category and an item subcategory selected by the seller from a list of item categories and subcategories; and